

2020

Marketing  
Prospectus

66th Annual Program Meeting  
November 12-15, 2020  
Denver, Colorado



[www.cswe.org](http://www.cswe.org)

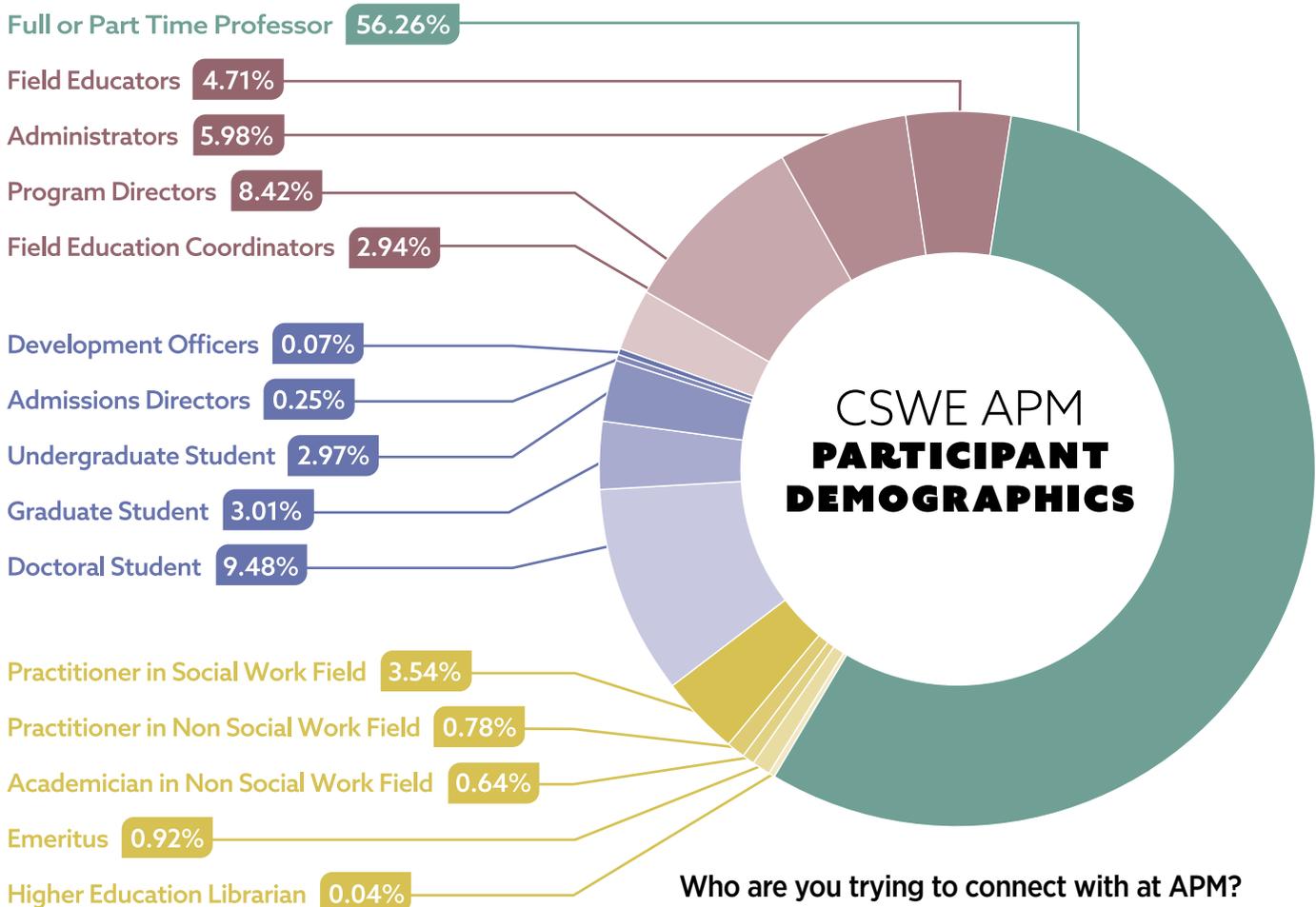
# Connect With Us at APM

During the 2020 Annual Program Meeting (APM), more than 2,600 social work faculty members, influencers, administrators, and students will meet in Denver, Colorado, November 12-15 take part in the largest gathering of graduate and undergraduate programs of professional social work education.

Support the 2020 APM and make sure your organization is visible at APM by taking advantage of all three promotional opportunities.



## Meet Us at APM



Who are you trying to connect with at APM?

[Contact us](#) for more information on how to reach your target audiences.



# Exhibit



Reserve an exhibit booth at APM and connect directly with social work educators onsite during the meeting. Here's what you receive as an exhibitor:

- 8' D x 10' W booth space
- Three all-access, complimentary 2020 APM registrations
- Booth drapery and a basic identification sign

	Member	Non-Member
Standard Booth	\$1,300	\$1,500
Premium Booth	\$1,500	\$1,700

View the exhibit hall floor plan [here](#), then [start your reservation](#) online today!

## Member-Only Packages

If your organization is a CSWE member, purchase your booth and advertising as a package to save.

### Best Value!

#### BOOTH + PRELIMINARY PROGRAM & FINAL PROGRAM AD (Color, Full-Page)

Early Bird - \$4425	Regular - \$4675
<i>Reservations Due April 24</i>	<i>Reservations Due May 1</i>

#### This package only!

Your ad will appear in the 2020 APM mobile app for free.



#### FINAL PROGRAM ONLY

	Early Bird	Regular
Booth + Final Ad: Color, Full-Page	\$2,855	\$2,980
Booth + Final Ad: Color, Half-Page	\$2,400	\$2,535
	<i>Reservations Due July 17</i>	<i>Reservations Due August 17</i>



[Start your reservation](#) online today!



# Advertise

## PRINT ADVERTISING

- **Preliminary Program** – Reach your audience early by advertising in the Preliminary Program, released digitally on the CSWE website in spring 2020
- **Final Program** – Released digitally on the CSWE website and available in print at APM

		Early Bird	Regular
<b>Preliminary &amp; Final Program</b>	Color, Full-Page	\$3,185	\$3,440
	Color, Half-Page	\$2,285	\$2,545
		<i>Reservations Due April 24</i>	<i>Reservations Due May 1</i>
		Early Bird	Regular
<b>Final Program Only</b>	Color, Full-Page	\$1620	\$1745
	Color, Half-Page	\$1170	\$1300
	Color, Quarter-Page	\$905	\$1055
		<i>Reservations Due July 17</i>	<i>Reservations Due August 17</i>

### ATTN: CSWE MEMBERS SAVE

If your organization is a CSWE member and exhibiting at APM, you'll want to take advantage of the cost-effective members-only booth + ad packages.



Please note we cannot accommodate two-page spreads.

## DIGITAL ADVERTISING

Boost your visibility with digital advertising! Reserve a digital rotating ad on 55-inch, flat-screen monitors in four high-traffic locations in the conference space.

- Add a digital advertisement to the print advertisement you've already purchased
  - \$200 (CSWE program or individual members)
  - \$400 (nonmembers)
- \$1,000 (if you are not purchasing print advertisement)

## MOBILE APP ADVERTISING

Make sure your message is in the hands of APM participants by purchasing an ad on the official 2019 APM mobile app.

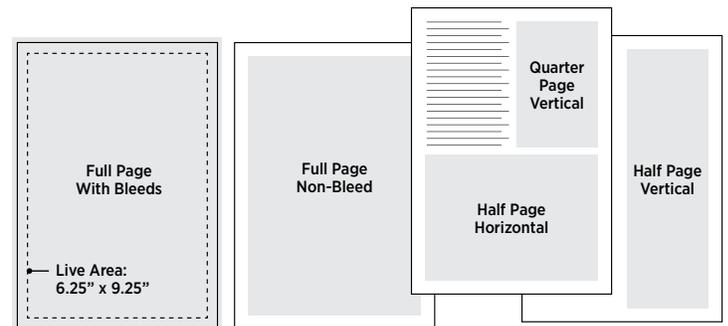
- \$200 (if you have purchased print advertisement)
- \$700 (if you are not purchasing print advertisement)

[Start your reservation online today!](#)

## ARTWORK SPECIFICATIONS & DEADLINES

Advertising artwork is accepted in PDF (preferred) or JPG (300 ppi resolution or higher) formats. View full details and requirements on the CSWE website. Send all final ad artwork to [Malcolm Randall](mailto:mrandall@cswe.org) (mrandall@cswe.org).

- **May 8, 2020:** Artwork is due for **Preliminary Program**
- **August 24, 2020:** Artwork is due for **Final Program**



**Publication Trim Size: 7" w x 10" h** (Live Area: 6.25" w x 9.25" h; must keep all critical type and images within 0.375" of trimmed edge)

### Ad Dimensions (width x height):

Full Page With Bleeds*	7.25" w x 10.25" h (includes 1/8" bleeds)
Full Page Non-Bleed	6" w x 9" h
Half Page Horizontal	6" w x 4.375" h
Half Page Vertical	2.83" w x 9" h
Quarter Page Vertical	2.83" w x 4.375" h

\* Note: Full page ads with bleeds require 1/8" bleeds on all sides



# Sponsor

Choose from more than 30 sponsorship opportunities to show your support for APM and/or specific CSWE initiatives.

- APM Awards Luncheon – \$5500, \$2700\*
- Badge Lanyards – \$5000
- Carl A. Scott Memorial Lecture – \$6000, \$4000\*
- Charging Lounge – \$7500
- Charging Station – \$2000
- Coffee Station – \$3000
- Council and Commission Awards – \$500
- Council on Sexual Orientation and Gender Identity & Expression Events – level of your choice
- Council on Racial, Ethnic, and Cultural Diversity Reception – \$4000\*
- CSWE Opening Night Reception – \$7000, \$3500\*
- Countdown Email Sponsorship – \$2500-3000
- Feminist Networking Breakfast – level of your choice
- Hokenstad International Lecture – \$6000, \$4000\*
- Hotel Keycard Sleeves – \$4400
- Hotel Keycards – \$5750
- JSWE Awards – \$500
- Leadership Networking Reception – \$5000, \$2500\*
- Minority Fellowship Program Events – level of your choice
- Mobile App – \$8000, \$6500\*
- Opening Plenary Session – \$6000, \$4000\*
- Photo Booth – \$6000
- Registration – \$6000, \$3000\*
- Ribbon Wall – \$1750
- Student Volunteer T-Shirts – \$5000
- Technology Giveaway – \$3100
- Tote Bags – \$12,000, \$6000\*
- Twitter Feed Monitors – \$2500 each
- WiFi Network/Password – \$15000, \$10000\*

\*Price for co-sponsorship

If the value of your sponsorship(s) adds up to dollar amount below, you will receive the corresponding benefits in the table below in addition to the visibility provided with your specific sponsorship.

PREMIER – \$10,000	PLATINUM – \$7,500	GOLD – \$5,000	SILVER – \$2,500	BRONZE – \$1,000
<ul style="list-style-type: none"> <li>• APM countdown email advertisement (\$3000 value)</li> <li>• Logo displayed at the APM Opening Ceremony and in high traffic areas</li> <li>• 20 social media mentions</li> <li>• <b>All benefits received in Platinum Sponsorship</b></li> </ul>	<ul style="list-style-type: none"> <li>• Full-page ads in the APM Preliminary and Final Program (\$3440 value)</li> <li>• Inclusion in APM press release</li> <li>• Logo displayed on rotating Web banner on CSWE website</li> <li>• 15 social media mentions</li> <li>• <b>All benefits received in Gold Sponsorship</b></li> </ul>	<ul style="list-style-type: none"> <li>• Complimentary exhibit booth at APM (\$1500 value)</li> <li>• Exhibit booth includes -3 full, complimentary APM registrations (\$2000+ value)</li> <li>• 10 social media mentions</li> <li>• <b>All benefits included in Silver Sponsorship</b></li> </ul>	<ul style="list-style-type: none"> <li>• Logo with link displayed on CSWE website</li> <li>• 5 social media mentions</li> <li>• <b>All benefits included in Bronze Sponsorship</b></li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgment in CSWE's <i>Compass</i> monthly e-newsletter</li> <li>• 1 social media mention</li> </ul>

## THINK OUTSIDE THE BOX – BUILD YOUR OWN SPONSORSHIP

If you have an idea or there's something you want to support at APM that's not on this list, contact [Allison Moon](#) to create a custom or personalized sponsorship.

[Start your reservation online today!](#)

# CSWE Marketing Contacts

## EXHIBIT BOOTH RESERVATIONS & SPONSORSHIP OPPORTUNITIES

Allison Moon

*Communications & Marketing Manager*

[amoon@cswe.org](mailto:amoon@cswe.org) | 571-527-3481

## ADVERTISING

Malcolm Randall

*Communications & Marketing Coordinator*

[mrandall@cswe.org](mailto:mrandall@cswe.org) | 703-519-2046



## Hotel Information

### Conference Location

Sheraton Denver Downtown Hotel

1550 Court Place

Denver, CO 80202

Convention Management Resources (CMR) is the official housing company for the 2020 APM. All reservations should be placed via the online hotel reservation site, which will be made available in late spring. For any questions, please [contact us](#).

**WARNING:** Convention Management Resources, Inc. (CMR) is the only official housing company for the 2020 APM. You may find other companies offering housing for the 2020 APM. Booking with these other companies may expose you to nonexistent reservations and unauthorized credit card charges. CSWE strongly encourages booking accommodations with CMR, because the rooms are guaranteed. CSWE is not liable for any financial loss in the event you book with a housing company other than CMR. CSWE assumes the responsibility to demand a cease-and-desist of such efforts; please report any unauthorized hotel reservation solicitations to Linda Finnerty at [lfinnerty@cswe.org](mailto:lfinnerty@cswe.org).

## Future APM Dates

- |      |                 |                |
|------|-----------------|----------------|
| 2021 | Orlando, FL:    | November 4-7   |
| 2022 | Anaheim, CA:    | November 10-13 |
| 2023 | Atlanta, GA:    | October 26-30  |
| 2024 | Cincinnati, OH: | October 24-27  |



# Rules & Regulations

## EXHIBITORS

**Contract for Space** The exhibitor must not have any balance of payment record from a previous or current APM. The return of the contract and payment of deposit shall constitute an agreement for the use of exhibit space. The deposit will be applied to the full cost of the space. Full payment is required to reserve booth space and should be sent with the exhibit contract. Acceptable forms of payment include checks and major credit cards. Purchase order numbers are not acceptable forms of payment. Payment by check must be received within 14 days of reservation or your reservation may be forfeited.

**Exhibit Booth Cancellation/Withdrawal** All cancellations must be forwarded in writing to the Council on Social Work Education (CSWE) on or before September 17, 2020, for all monies, less a \$100 service charge to be refunded. Exhibitors who cancel after September 17, 2020, will be obligated to make full payment and will forfeit all monies paid. No refunds will be made after September 17, 2020, unless CSWE has contracted and received payment for all Exhibit Hall space. In such a case, CSWE will refund all monies paid except the \$100 service fee. Failure to appear and occupy booth space does not release the exhibitor from obligation to pay for the rental's full cost. If the booth space is not occupied by 7:30 pm, November 12, 2020. CSWE reserves the right to use the space for other purposes.

**Decorating/Drayage Service** Exhibitors must use the official decorator/drayage firm, Freeman Decorating, for the 2020 APM. Information on furnishings, labor costs, graphics, freight, and other services available will be forwarded to exhibitors after space has been assigned.

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**Exhibit Hours** There must be at least one person in your booth during all hours the Exhibit Hall is open\* (hours listed below). Exhibitors have access to the hall 30 minutes prior to the Exhibit Hall opening each day.

Thursday, November 12: 10 am – 3 pm (Setup) and 7:30 pm – 9:00 pm  
 Friday, November 13: 9:00 am – 5:15 pm  
 Saturday, November 14: 9:00 am – 5:15 pm  
 Sunday, November 15: 8:00 am – 12:00 pm

\*Exhibit hours are subject to change prior to May 21, 2020.

**Installation and Dismantling of Exhibits** Installation should take place on November 12, 2020. All exhibits must remain intact until the final closing hour of the Exhibit Hall; packing up or dismantling exhibits prior to Sunday, November 15, at 12:00 pm will result in a \$500 fine. Exhibitors seen dismantling/packing up early will be given a verbal warning and asked to unpack and reassemble their exhibit immediately. Exhibitors who do not heed this warning will be invoiced for \$500 along with a validating photograph of the contract having been broken. Failure to adhere to this rule may result in management prohibiting your organization from exhibiting at future CSWE conferences.

**Booth Equipment and Service Information** All booths are 8'L x 10'W x 8'H. CSWE will provide standard booth drapery for each booth; back drape will be 8' in height with 3' side dividers. One 7"H x 44"L identification sign will be provided for each exhibit. Please note that tables and chairs must be ordered separately from the official drayage company for the 2020 APM. CSWE reserves the right to make floor plan modifications to meet the needs of exhibitors and the Exhibit Hall.

All services customarily required by exhibitors will be made available and must be obtained through the official show decorator. No other contractors will be permitted without prior approval from CSWE. Complete shipping instructions and information on furniture rental, electrical work, labor for setting up and dismantling exhibits, drayage, etc. will be forwarded. A service desk, maintained by the decorator, will be in operation near the Exhibit Hall. Internet will be provided by the exhibitor and has to be coordinated with the convention center.

All exhibitors must register on arrival. Three complimentary full Annual Program Meeting registrations will be provided per exhibit booth. At registration, those with complimentary full registration will receive a name badge and copy of the 2020 APM Final Program that will enable them to attend program sessions. All exhibitors will be able to download the conference's mobile application.

**Use of Space** All demonstrations or other promotional and sales activities must be confined to the space limits of the exhibit booth (8' L x 10' W x 8' H). Distribution of circulars or promotion materials may be made only within the booth assigned to the exhibitor presenting such material. Sufficient space must be provided within the booth to contain person(s) watching the demonstration. Exhibitors are responsible for keeping the aisle(s) near their booths free of congestion resulting from demonstrations or other promotions. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of CSWE. Organizations or firms not assigned exhibit space will not be permitted to solicit business within the Exhibit Hall. No exhibitor shall place a display in such a manner as to interfere with other exhibits. Exhibitors are urged to report any violations of this rule to CSWE staff.

Built-up exhibits or other construction shall not exceed the height of the booth. No organization or company name or advertising shall be displayed above the permissible height of the background of any exhibit. If the reverse side of an exhibitor's back or side wall will be visible, it must be finished at the exhibitor's expense. CSWE reserves the right to have the finishing done and billed to the exhibitor. Exhibits that include the operation of musical instruments, radios, talking motion picture/video equipment/computer, public address systems, or any noise-making machines must be conducted or arranged so that the noise resulting from the demonstrations will not annoy or disturb adjacent exhibitors.

Operators of noise-making exhibits must secure CSWE approval of operating methods before the exhibit opens.

**Regulations** Electrical installation must conform to union rules and regulations and to all national, state, and local codes, as well as facility regulations. All exhibitor materials must conform to national, state, and local fire and safety codes.

**Liability and Insurance** CSWE will take the necessary precautions against theft by employing security guards during the hours the exhibits are closed. However, neither CSWE, the Sheraton Denver Downtown Hotel, nor any officers or staff members of the above-mentioned parties will be responsible for the safety of the exhibitors' property from theft, damage by fire, accident, or other causes. CSWE will not be responsible for any failures of an electrical nature or other services. Insurance and liability are the sole responsibility of the exhibitor.

The exhibitor agrees to protect, defend, indemnify, and save CSWE, and its agents and employees (hereinafter collectively called indemnities) forever harmless for any damages or charges imposed for violations of any law or

ordinance whether occasioned by the negligence of the exhibitors or those holding under the exhibitor. Further, the exhibitor shall at all times protect, indemnify, save, and hold harmless the indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the convention center, or any part thereof.

The exhibitor, further, assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the convention center premises and will indemnify, defend, and hold harmless the convention center, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

**Care of Buildings and Equipment** Exhibitors or their agents shall not injure or deface the walls of the building. Exhibitors are forbidden to drive nails, tacks, or screws into the walls or woodwork. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Use of stickers and decals is limited to exhibitor's own display.

**Fire Protection** All booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform to local electrical code rules and city fire regulations. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs a fire hazard, the right is reserved to cancel all or such parts of the exhibit as may be irregular. No storage is permitted behind the back drapes, display wall, or inside the display area. This space is for utility service exclusively.

**Motion Picture/Video/Computer Projection** Projection machines are limited in their operation to demonstrations only and shall not be used for showings designed to attract or amuse visitors. All projections must be in accordance with the requirements of the fire prevention authorities of the city and in harmony with any agreements entered into by CSWE, the convention center, and labor unions. All plans for installation and operation of equipment must be approved by CSWE before operation is undertaken.

**Inability to Perform** If CSWE should be prevented from conducting the Annual Program Meeting by any cause beyond its control, CSWE will refund to the exhibitor the amount of rental fee paid, less a proportionate share of CSWE expense, and CSWE shall have no further obligation or liability to the exhibitor. These regulations, as stated, constitute a part of the contract between the exhibitor and CSWE and have been formulated to protect the best interests of all concerned. The full cooperation of exhibitors in observing these regulations is requested. Any points not covered are subject to discussion with, and decision by CSWE.

## ADVERTISERS

### Order Deadlines

- Early Bird Discount Deadline for orders that include the Preliminary Program is **April 24, 2020**.
- Early Bird Discount Deadline for the Final Program is **July 17, 2020**.
- Regular Rate Deadline for orders that include the Preliminary Program is **May 1, 2020**.
- Regular Rate Deadline for the Final Program is **August 17, 2020**.

**Payment** Payment by check must be received within 14 days of reservation or your reservation may be forfeited.

**Artwork** Advertisers who do not supply artwork by the due dates given below will forfeit their space and will not receive a refund. Changes to ads made after the due dates will be subject to a \$300.00 fee. Ad cancellations, adding to an order, and ad size changes will not be accepted after May 1, 2020 for the Preliminary Program or after August 17, 2020 for the Final Program.

- Artwork for the Preliminary Program must be submitted by **May 8, 2020**.
- Artwork for the Final Program must be submitted by **August 24, 2020**.

CSWE does not provide ad design services, accept low-resolution files, or accept ads in other than the stated formats. Ads must be sent in one of the orientations in the 2020 APM Marketing Prospectus and in one of the following formats:

- PDF (preferred) – Must be press-ready (PDF/X-1A or PDF/X-4-compliant; 300 ppi or higher; cmyk; all fonts must be embedded or converted to outline/vector)
- JPG – Must be 300 ppi (or higher resolution) and cmyk

*Note:* For full page ads with bleeds, 1/8" bleeds must be extended on all sides.

**Refunds** There is a \$100.00 cancellation fee for each ad. Preliminary Program ads cancelled by May 1, 2020 will be fully refunded less the \$100.00 cancellation fee. Preliminary Program cancellations made after May 1, 2020 will not be refunded. Final Program ads cancelled by August 17, 2020 will be fully refunded less the \$100.00 cancellation fee. Final Program cancellations made after August 17, 2020 will not be refunded.

## SPONSORS

**Payment** Failure to pay fees within 14 business days may result in sponsorship forfeiture unless another agreement is made between CSWE and Sponsor. In-kind services shall be scheduled in writing by representatives of CSWE and Sponsor.

**Limitation of Sponsorship** Unless otherwise provided, the cash or services and the Sponsor benefits exchanged are related solely to the CSWE 2020 Annual Program Meeting to be held November 12 – 15, 2020. Assuming the Event is continued in 2021 the Sponsor shall have the first right of refusal to continue Sponsor's involvement in the Event on such terms as Sponsor and CSWE shall agree.

**License and Usage** Sponsor hereby grants CSWE a limited, non-exclusive license to use Sponsor's program names, trademarks, and other proprietary information [the "Proprietary Information"] owned by the Sponsor. CSWE agrees that the Proprietary Information will be used only in connection with the 2020 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and CSWE may agree. CSWE's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

**Sponsor Understandings** Sponsor understands as follows: the dollar values set forth are estimates based upon general sponsorship information available to CSWE; the audience multiplier is based upon estimates of CSWE's 2019 Annual Program Meeting attendance and actual attendance figures may vary materially. No portion of the sponsorship payment or in-kind services are subject to being refunded for any reason except as provided herein.

**Termination** In the event of termination for any reason other than failure to provide contracted fees or services, CSWE may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any fees received from Sponsor by CSWE.